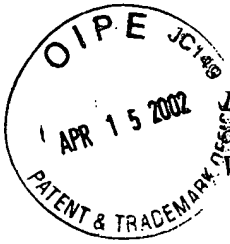


#4/A 2/6/8
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PRELIMINARY AMENDMENT TRANSMITTAL LETTER



I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner of Patents and Trademarks, Washington, D.C. 20231 on April 3, 2002.

4-25-02

[Signature]
Signature

Applicant : Thilo Gabler
Application No. : 09/707,603
Filed : November 7, 2000
Title : METHOD AND APPARATUS FOR INCENTIVE BASED ADVERTISING
Grp./Div. : 2161
Examiner : To be assigned
Docket No. : 41023/FLC/W391

RECEIVED

APR 19 2002

Assistant Commissioner for Patents
Washington, D.C. 20231

Technology Center 2100

Post Office Box 7068
Pasadena, CA 91109-7068
April 3, 2002

Enclosed is an amendment to the above-identified application.

CLAIMS AS AMENDED						
	Claims Remaining After Amendment	Highest Number Paid For	Number Extra Claims	Small Entity Rate	Large Entity Rate	FEE
Total Claims Fee	25	* 20	5	5 x \$9.00	x \$18.00	45.00
Independent Claims	5	** 5	0	x \$42.00	x \$84.00	0.00
Multiple Dependent Claims ***				\$140.00	\$280.00	
TOTAL FILING FEE						\$45.00
NO ADDITIONAL FEE REQUIRED ****	IF NO FEE REQUIRED, INSERT "0"					
LIST INDEPENDENT CLAIMS: 1, 7, 13, 14 and 20						
* IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 20 OR LESS, WRITE "20" IN COLUMN 3 ** IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 3 OR LESS, WRITE "3" IN COLUMN 3 *** PAY THIS FEE ONLY WHEN MULTIPLE DEPENDENT CLAIMS ARE ADDED FOR THE FIRST TIME **** IF NO FEE REQUIRED, ADDRESS ENVELOPE TO "BOX NON-FEE AMENDMENTS"						

- ☒ Attached is our check for \$45.00 to pay the fees calculated above.
☐ A Petition for Extension of Time and the required fee are enclosed.
☐ Other enclosures:

Amendment Transmittal Letter
Application No. 09/707,603

The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required by or to give effect to this paper to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account. **A copy of this letter is enclosed.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By 

Frank L. Cire
Reg. No. 42,419
626/795-9900

FLC/clc

LLK PAS425857.1-* -4/3/02 4:21 PM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner of Patents and Trademarks, Washington, D.C. 20231 on April 3, 2002.

Signature

Applicant : Thilo Gabler
Application No. : 09/707,603
Filed : November 7, 2000
Title : METHOD AND APPARATUS FOR
INCENTIVE BASED ADVERTISING

Grp./Div. : 2161
Examiner : Unknown

Docket No. : 41023/FLC/W391

RECEIVED

APR 19 2002

Technology Center 2100

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Post Office Box 7068
Pasadena, CA 91109-7068
April 3, 2002

Commissioner:

Prior to examination of the above-identified application please amend the application as follows:

In the Claims:

Please add new claims 21-25 as set forth below:

1. A method for incentive advertising, comprising:
receiving a viewer profile, the viewer profile including a viewer identification;
selecting advertising content based on the viewer profile;
sending the advertisement content for display to the viewer; and
recording the viewer identification for awarding an advertising incentive.